

03292.101800.1

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	
	:	Examiner: Raquel Alvarez
Perry A Cohagan et al.)	
	:	Art Unit: 3688
Application No. 10/708,570)	
	:	Confirmation No.: 2569
Filed: March 11, 2004)	
	:	
For: GEOGRAPHIC LOYALTY)	
SYSTEM AND METHOD	:	June 10, 2009

Mail Stop AF

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AFTER FINAL REJECTION

Sir:

In response to the Office Action mailed March 10, 2009, Applicants respectfully submit the following amendments and remarks.